

Implementation plan Being edited

Study unit	International Sales and Key Account Management (00742), 10.0
Implementation	HBA1111: 1/2011-2012 (29.08.2011 - 19.12.2011)
Type	MANAGING A BUSINESS IN THE GLOBAL MARKETPLACE (104)
Groups	Primary: HBA09SN Others :
Involved in the project	
Lecturers	Paula Jouhti
Number of participants	Minimum: 10 Maximum: 25
Enrolment period	23.05.2011 08:00 - 05.06.2011
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Pirttineva Maarit (Teacher in charge), Tawast Kati (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation Language: English Virtuality: 1 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	19.01.2012 Storing of graded material ends.: 31.12.2012
Exam days	Real: December 12, 2011 from 4pm to 6pm Re-exams: 23.02.2012, 29.03.2012
Having completed the study unit the student is able to	• determine and implement key account management strategies • communicate and negotiate in a demanding business environment • manage sales organizations • manage bids, sales negotiations, closing of deals and assessment of customer profitability • use consistent and analytical customer information
Previous studies	
Previous studies, more information	Core professional competences
Learning objectives	The students will be able to • determine and implement key account management strategies • communicate and negotiate in demanding business environment • manage sales organisations • manage bids, sales negotiations, closing of deals and assessment of customer profitability • use consistent and analytical customer information
Contents	• key account management • developing customer relationships • managing sales organisations • sales techniques • negotiation skills
Study material	
Tutoring and communication	
Evaluation criteria and methods	Evaluation is based on assignments (50%) and on exam (50%), learning diary Pass/Fail.Each part has to be successfully completed.

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Learning events

Date	o'clock/at h		Subject	Content	Status	Teachers
19.09.2011	12.30 - 15		Introduction, negotiation process			
26.09.2011	9 - 15		Lecture and Workshop			
03.10.2011	9 - 15		Lecture and Workshop			
10.10.2011	9 - 15		Presentations of team assignments			
17.10.2011	9 - 15		Lecture and Workshop			
24.10.2011	9 - 15		Lecture and Workshop			
31.10.2011	9 - 15		Lecture and Workshop			
07.11.2011	9 - 15		Lecture and Workshop			
14.11.2011			No meeting			
21.11.2011	9 - 11.30		Lecture and Workshop			
28.11.2011	9 - 15		International Selling/Paula Jouhti			
05.12.2011			No meeting			
12.12.2011	16 - 18		Exam			